

ORIGINAL

001243

UNITED STATES OF AMERICA
BEFORE THE POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Mailing Online Service, 1998

Docket No. MC98-1

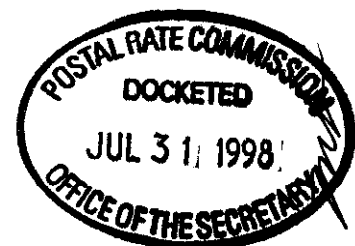
**NOTICE OF APPEARANCE AS A LIMITED PARTICIPATOR
BY HALLMARK CARDS, INCORPORATED**

Hallmark Cards, Incorporated ("Hallmark") hereby gives notice that it will participate in the above-captioned proceeding as a limited participator, pursuant to the Commission's Notice in this docket, and to § 20a of the Commission's Rules of Practice (39 CFR § 3001.20a).

Hallmark has an interest in this proceeding in that, as the largest publisher of greeting cards in the United States, its business is materially affected by the Postal Service's rates, classifications, special services, and operational and business development policies insofar as they either foster or discourage the use of First-Class Mail for personal communication. In particular, Hallmark has an interest in such developments as they affect the use of single-piece First-Class Mail, the predominant mode of mailing for greeting cards. Hallmark is also a substantial user of First-Class Mail in the conduct of its own corporate affairs.

Hallmark intends to participate fully in this proceeding, including hearings held therein, within the letter and spirit of § 20a of the Rules of Practice.

It is requested that service of documents be made upon:



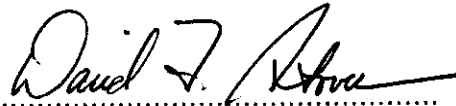
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Ms. Barbara Koirtyohann
Director of Public Affairs
Hallmark Cards, Incorporated - Mail Drop #288
P.O. Box 419580
Kansas City, MO 64141-6580

David F. Stover, Esq.
2970 S. Columbus Street, #1B
Arlington, VA 22206-1450

July 31, 1998

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "David F. Stover", written over a horizontal dotted line.

David F. Stover, Esq.
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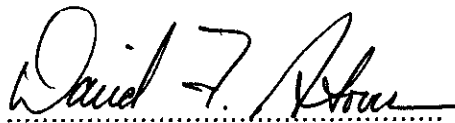
Attorney for Hallmark Cards,
Incorporated

001245

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CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with § 12 of the Rules of Practice.

A handwritten signature in black ink, appearing to read "David F. Stover", written over a horizontal dotted line.

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